

PRELIMINARY WEEKLY VOLUME AND SHARE

W/E 2/25/94

WEEK

	<u>VOLUME</u>	<u>DIFF</u>	<u>% CHANGE</u>	<u>SHARE</u>	<u>DIFF</u>	<u>FCST</u>	<u>VOLUME</u>	<u>% CHANGE</u>
		<u>VS 1993</u>	<u>VS 1993</u>		<u>VS 1993</u>		<u>DIFF VS FCST</u>	<u>VS FCST</u>
INDUSTRY	8,946	997	12.5%			8,706	240	2.8%
PHILIP MORRIS	3,892	1,031	36.0%	43.50	7.51	3,714	178	4.8%
R.J. REYNOLDS	2,559	-255	-9.1%	28.60	-6.80	2,575	-16	-0.6%
B&W	1,026	107	11.7%	11.47	-0.09	1,007	19	1.9%
LORILLARD	657	58	9.6%	7.35	-0.20	655	2	0.3%
AMERICAN	620	9	1.4%	6.93	-0.76	575	45	7.9%
LIGGETT	190	48	33.5%	2.12	0.33	180	10	5.4%

	<u>DISCOUNT</u>			<u>PREMIUM</u>		
	<u>VOLUME</u>	<u>SHARE</u>	<u>%CONT.</u>	<u>VOLUME</u>	<u>SHARE</u>	<u>%CONT.</u>
INDUSTRY	3,036	33.93		5,910	66.07	
PHILIP MORRIS	824	27.16	21.2%	3,067	51.90	78.8%
R.J. REYNOLDS	1,086	35.77	42.4%	1,473	24.92	57.6%
B&W	615	20.26	59.9%	411	6.95	40.1%
LORILLARD	29	0.96	4.4%	628	10.62	95.6%
AMERICAN	339	11.16	54.6%	282	4.77	45.4%
LIGGETT	142	4.67	74.7%	48	0.81	25.3%

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TOTAL INDUSTRY YEAR TO DATE

INDUSTRY	VOLUME	DIFF	% CHANGE	SHARE	DIFF	FCST	VOLUME	% CHANGE
		VS 1993	VS 1993		VS 1993		DIFF VS FCST	VS FCST
INDUSTRY	71,794	19,325	36.8%			65,302	6,492	9.9%
PHILIP MORRIS	31,471	12,461	65.5%	43.84	7.60	25,566	5,905	23.1%
R.J. REYNOLDS	20,677	2,065	11.1%	28.80	-6.67	20,529	148	0.7%
B&W	7,907	2,376	42.9%	11.01	0.47	8,001	-94	-1.2%
LORILLARD	5,272	1,151	27.9%	7.34	-0.51	5,207	65	1.2%
AMERICAN	5,010	1,290	34.7%	6.98	-0.11	4,566	444	9.7%
LIGGETT	1,442	-23	-1.5%	2.01	-0.78	1,433	9	0.6%

DISCOUNT YEAR TO DATE

INDUSTRY	VOLUME	DIFF	% CHANGE	SHARE	DIFF
		VS 1993	VS 1993		VS 1993
INDUSTRY	23,868	-73	-0.3%	33.25	-12.38
PHILIP MORRIS	6,326	-848	-11.8%	26.50	-3.46
R.J. REYNOLDS	8,704	-962	-9.9%	36.47	-3.91
B&W	4,785	976	25.6%	20.05	
LORILLARD	228	-78	-25.5%	0.96	-0.32
AMERICAN	2,716	753	38.4%	11.38	3.18
LIGGETT	1,106	88	8.7%	4.63	0.38

PREMIUM YEAR TO DATE

INDUSTRY	VOLUME	DIFF	% CHANGE	SHARE	DIFF
		VS 1993	VS 1993		VS 1993
INDUSTRY	47,926	19,398	68.0%	66.75	12.38
PHILIP MORRIS	25,145	13,309	112.4%	52.47	10.98
R.J. REYNOLDS	11,973	3,027	33.8%	24.98	-6.38
B&W	3,122	1,400	81.3%	6.51	0.48
LORILLARD	5,044	1,229	32.2%	10.52	-2.85
AMERICAN	2,294	537	30.6%	4.79	-1.37
LIGGETT	336	-111	-24.8%	0.70	-0.86

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13WM AVERAGE BY COMPETITOR W/E 2/25/94

INDUSTRY	VOLUME	DIFF % CHANGE		SHARE	DIFF VS PRIOR 13 WKS
		VS PRIOR 13 WKS	VS PRIOR 13 WKS		
INDUSTRY	9,260	-135	-1.4%		
PHILIP MORRIS	4,149	93	2.3%	44.81	1.63
R.J. REYNOLDS	2,585	-49	-1.8%	27.91	-0.12
B&W	1,015	-92	-8.3%	10.96	-0.82
LORILLARD	667	-44	-6.2%	7.20	-0.37
AMERICAN	631	-6	-0.9%	6.81	0.04
LIGGETT	213	-35	-14.2%	2.30	-0.34

DISCOUNT

INDUSTRY	VOLUME	DIFF % CHANGE		SHARE OF CAT.	DIFF VS PRIOR 13 WKS
		VS PRIOR 13 WKS	VS PRIOR 13 WKS		
INDUSTRY	3,097	38	1.2%	33.45	0.88
PHILIP MORRIS	872	55	6.7%	28.17	1.44
R.J. REYNOLDS	1,080	43	4.2%	34.88	0.99
B&W	611	-63	-9.3%	19.74	-2.30
LORILLARD	27	2	7.9%	0.87	0.05
AMERICAN	338	10	3.1%	10.92	0.20
LIGGETT	167	-10	-5.4%	5.40	-0.38

PREMIUM

VOLUME	DIFF % CHANGE		SHARE OF CAT.	DIFF VS PRIOR 13 WKS
	VS PRIOR 13 WKS	VS PRIOR 13 WKS		
6,163	-173	-2.7%	66.55	-0.88
3,277	38	1.2%	53.17	2.05
1,504	-92	-5.8%	24.41	-0.79
404	-29	-6.7%	6.55	-0.28
640	-46	-6.7%	10.39	-0.44
292	-16	-5.1%	4.75	-0.12
46	-26	-36.1%	0.74	-0.39

	1994 BENCHMARK	13WM ACTUAL	DIFF.	BENCHMARK GUIDELINE
PM-USA:	42.00	44.81	2.81	FAVORABLE
MARLBORO SHARE OF INDUSTRY	24.90	26.88	1.98	FAVORABLE
BASIC SHARE OF DISCOUNT	14.20	15.04	0.84	FAVORABLE

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